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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/529,138	03/23/2005	Yong-Gyun Shin	11620-003-999	2556
20583	7590	09/17/2007	EXAMINER	
JONES DAY			DAGNEW, SABA	
222 EAST 41ST ST			ART UNIT	
NEW YORK, NY 10017			PAPER NUMBER	
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No. 10/529,138	Applicant(s) SHIN, YONG-GYUN	
	Examiner Saba Dagneu	Art Unit 3609	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☐ Responsive to communication(s) filed on ____.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-4 is/are pending in the application.
- 4a) Of the above claim(s) ____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) ____ is/are allowed.
- 6) ☒ Claim(s) 1-4 is/are rejected.
- 7) ☐ Claim(s) ____ is/are objected to.
- 8) ☐ Claim(s) ____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 9/26/2003 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. ____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☒ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date 03/23/2005.

KHOI H. TRAN
SUPERVISORY PATENT EXAMINER

- ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. ____.
- ☐ Notice of Informal Patent Application
- ☐ Other: ____.

DETAILED ACTION

Information Disclosure Statement

1. The information disclosure statement filed 03/23/2005 fails to comply with 37 CFR 1.98(a)(2), which requires a legible copy of each cited foreign patent document; each non-patent literature publication or that portion which caused it to be listed; and all other information or that portion which caused it to be listed. It has been placed in the application file, but the information referred to therein has not been considered.

Claim Rejections - 35 USC § 102

1. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

2. Claims 3 and 4 are rejected under 35 U.S.C. 102(e) as being anticipated by Walker et al. (2006/0229945).

With respect to claim 3, a system for implementing join advertisement of number stores using advertisement materials such as discount/ thanks and coupon and lottery tickets, which includes a server to a central service provider connected to a terminal of each member store via a communication network and having a lottery issuance system

for printing a lottery number in the advertisement materials, wherein the advertisement material, wherein the advertisement materials issued by the lottery issuance system comprising:

a lottery number issuance request receipt unit for atomically receiving a issuance request for the advertisement material from the terminal of the member store via communication network (paragraphs [0055] and [0063]). Walker's reference teaches that WIN Network. Com received lottery outcomes including its decryption codes from a state lottery organization electrically, which is the same as claimed invention.

a random logger number generation unit for generating a random lottery number whenever the lottery number issuance request is received (paragraph [0092]); Walker reference teaches that controller generates a random number whenever the lottery issuance requested.

a lottery number transmission unit for storing the random lottery number in lottery number database and transmitting the random lottery number to the terminal of the number store who request the lottery number issuance (Fig. 10, 11 and paragraph [0037]); Walker's reference teaches that the random lottery number transmitted and stored in by a controller in a database.

a lottery winning verification unite for automatically confirming a winning result to lottery number in the advertisement material (paragraph [0120]); Walker reference shows that the controller verify the identifying information provided in the redemption request matches identifying information of the user to whom the outcome originally provided.

wherein the system is configured so that, when the advertisement is delivered to customer by the member store, the customer accesses the server of the central service provider through the terminal of the member store or another network terminal and then checks a winning result using the lottery winning verification unit (paragraphs [0067]-[0068]). Walker's reference teaches that user device configured in order to interact with the controller and receive a winning result, which is the same as claimed invention.

With respect to claim 4, business method for a join advertisement of member stores using advertisement material such as discount/thanks coupon and lottery ticket, the business method comprising step of:

building a telephone number system having a directory structure which may be automatically controlled by a central server of a communication service provider (Fig. 10 and paragraphs [0182] and [0183]); Walker's reference in Fig. 10, shows that a table, implementation of a data structure, a user database that contain telephone number in consumer address filed, which is the same as claimed invention.

transmitting the telephone number system to a data storage unit of a user terminal (paragraphs [0184]); Walker's reference shows that database 616 in Fig. 10 transmits information of three user devices, which is stored in the user database.

storing telephone number of member stores in a database having a directory structure in accordance with goods or service requested by the user (Fig.9 and paragraph [0180]); Walker's reference shows in Fig. 9 a directory structured table that contain outcome identifier (which is goods or service) within the database, which is the same as claimed invention; and

when the user request communication connection by accessing the database having directory structure stored in the user terminal to a phone number of the member store terminal stored in the central server of the communication service provider (paragraph [0100]) Walker's reference shows that user is accessed the database by logging on to the system, which is the same as claimed invention;

whereby a headquarter can control total advertisement without individual advertisement by each member store (paragraph [0006], lines 10-11). Walker's reference shows that a lottery promotion is conducted by a government regulated lottery organization, which is the same as claimed invention.

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

1. Claims 1-2 are rejected under 35 U.S.C. 103(a) as being unpatentable over Walker et al. (2006/0229945) in view of Kiely et al (2003/0087691) and further view of Harrison (5,934,671).

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With respect to claim 1, Walker teaches a method for joint advertisement of member stores using advertisement materials such as discount/thanks coupon and lottery tickets, the business method comprising the steps of:

(a) distributing advertisement materials such as discount/thanks coupon and lottery tickets made in a bundle by a publicity center of a central service provider managing the member stores, to each member store (paragraph [0055]), Walker's reference teaches that state lottery organization is distributed a batch of one hundred thousand electronic scratch-off lottery and coupons to the merchants or WIN Network.com contracted by its organization (which is member store).

(b) distributing the advertisement materials such as discount/thanks coupon and lottery tickets from the member store to consumer freely; (paragraph [0036], lines 1-4) Walker's reference teaches that promotion ticket or coupons associated with a "winning" coupon, which is lottery is provided to consumer, which is freely given to consumer and is the same as claimed invention.

Walker teaches all the elements (A), (B) and determined a winning number with respect to the lottery number recorded in the advertisement material such as discount/thanks coupon and lottery ticket. However, Walker does not teach executing a specific thanks event to a customer who possesses an advertisement material having a winning number.

Kiely teaches executing a specific thanks event to a customer who possesses an advertisement material having a winning number (Fig. 3B, 160). Kiely's reference in Fig. 3B teaches that the winning ticket contains a specific thanks event "thank you for

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your patronage" to a customer who possesses an advertisement material (Famous Blue Goose Restaurant) having a winning number. It would have been obvious to one the ordinary skill in the art to modify Walker's invention with Kiely's teaching reference in order to thank customer for using the service and gain customer loyalty.

Walker in view of Kiely teaches all elements of A, B, and D, except

(c) the customer, who receives the advertisement material, utilizing service recorded on the advertisement material with keeping the advertisement material until a lottery lot date;

Harrison teaches c) the customer, who receives the advertisement material, utilizing service recorded on the advertisement material with keeping the advertisement material until a lottery lot date (Fig. 1, Col. 3, lines 66-67, and Col. 4, 1-10). Harrison reference in Fig. 1, teaches that the manufacturer print the same serial number at both locations 11 and 12, the half of the game ticket is retained by customer until a lottery lot date. It would have been obvious one to the ordinary skill in the art to have modify Walker's and Kiely's invention by Harrison teaching reference for the purpose of reducing or eliminating the chance of fraudulent play or evasion of tax payments (Col. 3, line 60-61).

With respect to claim 2, Walker in view of Kiely and further view of Harrison teaches all elements of claim 1. Furthermore, Walker teaches a method wherein the advertisement materials such as discount/thanks coupon and lottery ticket contain a specific lottery number, business contents and contact information of a plurality of

member's stores (paragraph [0004]). Walker reference teaches that advertisement material, location of stores and winning numbers are printed and distributed to users.

Conclusion

2. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.
3. U.S. Publish Number 2007/0187183 to Saigh et al. teaches System, Method and Process for controlled delivery of classified goods and service through a vehicle drive-thru facility.
4. U.S. Publish Number 2003/0036427 to Brandstetter et al. teaches a gaming system which pays out a bonus to a player playing a gaming machine.
5. U.S. Publish Number 2004/0133472 to Leason et al. teaches Code processing for promotional games.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Saba Dagnew whose telephone number is (571) 270-3271. The examiner can normally be reached on Monday-Friday, 7:30AM-5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Khoi Tran can be reached on 571-272-6919. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

SD
September 10, 2007

KHOI H. TRAN
SUPERVISORY PATENT EXAMINER

A handwritten signature in black ink, appearing to read 'Khoi H. Tran', with a long horizontal flourish extending to the right.